SDI Review Form 1.6

Journal Name:	**Asian Journal of Economics, Business and Accounting**
Manuscript Number:	**Ms_AJEBA_32648**
Title of the Manuscript:	**Customers and Employees Assessment of Corporate Branding Benefits**
Type of the Article	**Original Research Article**

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty'**, provided the manuscript is scientifically robust and technically sound.
To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline)

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PART 1: Review Comments

	Reviewer's comment	**Author's comment** *(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)*
Compulsory REVISION comments		
Minor REVISION comments	The authors did an adequate job describing their research methodology and summary statistics. However I would like to see more details in the introduction/theoretical support section of the paper with real world examples of the effects of branding to help show the relevancy of this study and the gap in research that the study hopes to address. In addition, the conclusions section needs more details concerning possible managerial applications of this study's findings. Limitations of the study and directions for future research in this area would also be helpful for those reading the manuscript.	Suggestions incorporated. Suggestions incorporated.
Optional/General comments		